

ABSTRACT OF THE DISCLOSURE

An information providing apparatus for providing prescribed information to a user terminal includes a
5 receiving unit configured to receive a first request for a frame page containing said prescribed information from the user terminal, and a frame page creator configured to extract identification information specifying said prescribed information
10 from a first URL designated in the first request, and create the frame page having a plurality of frames and allowing said prescribed information to be displayed in a first frame among said frames.